


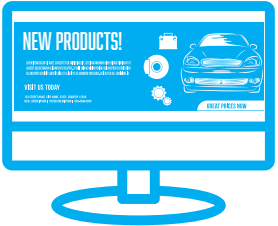





Facility Targeting

	VARIABLE	WHAT'S IN IT FOR YOU?	EXAMPLE
<p>Step 1:</p> <p>Define Your Audience</p> 	<p>AUDIENCE</p> <p><i>Our first-party audience database is comprised of our controlled-circulation and audited print subscriber postal addresses as well as subscribers who engage with our digital assets.</i></p>	<p>We can segment our audience in several ways – demographics, geographies, engagement history, or event participation</p>	<p>YOUR GOAL:</p> <p>Target shop owners, service writers and technicians.</p> <p>OUR SOLUTION:</p> <p>Leverage subscription data from our automotive service segment.</p>
<p>Step 2:</p> <p>Define Your Reach & Frequency</p> 	<p>RIGHT TIME, RIGHT PLACE</p> <p><i>Through our digital network partners, we will expand your reach and frequency to your desired audience within our market segments by serving digital display ads. You determine the target (step one) and we'll serve your ads to the desktops and mobile devices of that audience.</i></p>	<p>Ads are delivered to the various digital devices registered to or within the physical addresses of the intended targets. It is optimized daily to deliver great results.</p> <p>Mobile delivery will be premium-mobile specific ad units to only mobile-friendly sites.</p>	<p>YOUR GOAL:</p> <p>Reach target market to increase the awareness of a new product launch.</p> <p>OUR SOLUTION:</p> <p>Delivery of targeted digital ads to your precise market.</p>
<p>Step 3:</p> <p>What Are You Going to Say?</p> 	<p>CREATIVE</p> <p><i>With 100 years of experience in this industry, our editors and designers have an eye for creative that makes an impact with our markets.</i></p>	<p>The Babcox Innovation Team can produce digital display ads that attract attention and drive engagement.</p> <p>The possibilities for A/B testing are endless – call to action, logo placement, image background color, offer and messaging.</p>	<p>YOUR GOAL & OUR SOLUTION:</p> 
<p>Step 4:</p> <p>How Did it Work?</p> 	<p>REPORTING</p> <p><i>Whether you are interested in impression delivery, clicks, click thru rate or conversions – our reporting package will deliver pertinent campaign information for you to analyze performance and ROI.</i></p>	<p>We will deliver timely post click and post impression conversion reporting.</p> <p>Post click conversions offer us insight on your audience that visited the promotional landing page.</p> <p>Post impression conversions are those conversions that took place after being exposed to the ad but the user never clicked in the process.</p>	<p>YOUR GOAL & OUR SOLUTION:</p> 